

# The Foundation for Success

Ethics and  Beyond

Undersheriff Chris Swanson

Office of Genesee County Sheriff

# Us Airways Flight 1549

Newark, NJ, North Carolina  
January 15, 2009



# Importance of Ethics

1. **Establish a Foundation**
2. **Create Limitations**
3. **Protect the Organization**
4. **Protect You**

**Those that compromised  
their ethics**

# Sports

“Whatever edge you can get, if there are no ramifications, you might as well push it. In hockey, if you're not cheating, you're not trying.”



**Joel Quenneville**  
**NHL hockey coach**

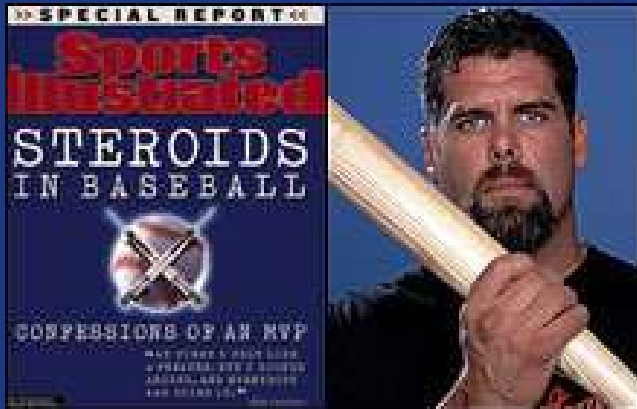
# White Sox Manager Endorses Cheating



- Ozzie Guillen: "If you're doing whatever you're not supposed to do and you don't get caught, keep doing it."
- "Everybody cheats. If you don't get caught, you're a smart player. If you get caught, you're cheating. That's been part of the game for a long time."
- As for pitchers: "As long as they win games, I hope they cheat."

June 24, 2005

# Steroids - Baseball



Former MVP Ken Caminiti said 85% of Major League Baseball players use steroids.



Jason Giambi admitted use.

Jose Canseco admitted using steroids, said use was rampant and that he taught Mark McGwire how to inject himself.



Mark McGwire refused to deny using steroids.

# Corporate Hall of Shame





# Organizational

It's easier to make a good organization better than to make a bad organization good.

# Ethics Is Not Just Rhetoric

- “ As you go forward in life, you will be confronted with questions every day that test your morals. The questions will get tougher and the consequences will become more severe. Think carefully, and for your sake, do the right thing, not the easy thing.”



— Dennis Kozlowski, convicted ex-CEO of Tyco, in a commencement speech two weeks before his resignation and indictment (*New York Times*, June 4, 2002)

# Ethics Are Different Than Values

- **Values** – refers to all core beliefs and desires that shape attitudes and motivate actions including convictions about what is desirable (preference values), what is effective (pragmatic values), and what is right (ethical or moral values).
- **Ethics** – refers to identifying and living up to principles of conduct by defining what is right, good, and proper in a moral sense (virtues).

# The Six Pillars of Character (T.R.R.F.C.C.)

***TRUSTWORTHINESS***

***RESPECT***

***RESPONSIBILITY***

***FAIRNESS***

***CARING***

***CITIZENSHIP***

# The Six Pillars of Character

- **TRUSTWORTHINESS** – integrity, honesty, promise-keeping, loyalty
- **RESPECT** – courtesy, autonomy, diversity, the Golden Rule
- **RESPONSIBILITY** – duty, accountability, pursuit of excellence
- **FAIRNESS** – openness, consistency, impartiality
- **CARING** – kindness, compassion, empathy
- **CITIZENSHIP** – lawfulness, common good, environment

# Good Decisions Require Discernment and Discipline

- Two aspects of good decisions are knowing what to do and doing it.
  - **Discernment** – The ability to evaluate facts and potential consequences from a practical and moral perspective
  - **Discipline** – The strength of character to do what should be done even when it's costly or uncomfortable

# The Cost of Poor Decisions

1. Physical Harm
2. Property Damage
3. Loss of Trust
4. Embarrassment
5. Discipline
6. Criminal Charges
7. Family

# **The Power of Leadership!**



# **“The toughest one to lead is you”**

- Learn to Serve
- Deny thyself
- Have patience
- Seek accountability

# **“Defining moments define you”**

- When facing personal challenges
- Taking a stand
- Suffering
- Forgiveness
- Decision Making

# **“Leaders Validate themselves during the battle”**

- Tough Calls require taking risk.
- “If they weren’t tough calls, then everyone would make them..”
- “You must rise to the occasion, or you will regret it for life.”

**“Everything we desire, comes  
with a price”**

- “The greatest detriment of  
tomorrows success is today’s  
success.” – Rick Warren
- What is it worth?

Truth :

“We can’t handle the Truth.”

– Colonel Nathan Jessup

## **The Benefits of Adversity:**

- **Prompts Innovation**
- **Brings Unexpected Benefits**
- **Motivates**

“Experience is not what happens to you. Experience is what you do with what happens to you.”

– Aldous Huxley

Failure:

“The difference between greatness and mediocrity is often how an individual views a mistake.” — Nelson Boswell



## Failure is not...

- Avoidable
- A Single Event
- The Enemy
- Objective

“The things that hurt, instruct.”

– Benjamin Franklin

“If not me, Who?”

Russian Special Forces

# Beslan Russia

9/1/2004

- 175 kids shot & burned to death
- The footprint has been laid
- 40 terrorist in the crowd
- 36 surrounded the school
- Secured hostages within 15 minutes











# 4 Down 20,000 Respond



# 3,000 POLICE VEHICLES



## THE FUNERAL LASTED FOR OVER 6 HOURS



THE FACES OF THOSE THEY SWORE TO PROTECT...



THE FUNERAL PROCESSION WAS 10 MILES  
LONG AND TOOK 4 HOURS







# MOVING THE CASKETS



# ROYAL CANADIAN MOUNTED POLICE







# INSIDE THE DOME





# PATCHES FROM ACROSS THE COUNTRY







THE CHILDREN OF SLAIN OFFICER,  
GREG RICHARDS...

GAVIN(10), JAMI-MAE(15), AUSTIN(17)







- Now is the Time!

**THE TASK AHEAD OF YOU,  
IS NEVER AS GREAT  
AS THE POWER BEHIND  
YOU.**



**BE STRONG IN THE LORD, AND IN HIS MIGHTY POWER.  
EPHESIANS 6:10**